

B2B Prospecting Methods

Providing prospects with valuable insights, differentiation and tailored solutions

FACE-TO-FACE

Meetings and "showing up" where prospects hang out



EMAIL

Addresses, Subject Lines, Relevant Copy/Content



WEBINARS

GoToMeeting, Google Hangouts & Helpouts



NETWORKING

Professional Meetups & Business Groups



REFERRALS

Current & Past Customers, Friends & Family, Professional Colleagues



CONTENT

Education-Based Valuable Content; Whitepapers, Videos, Infographics, Articles



SEMINARS

Industry events, Authority Building



SOCIAL NETWORKING

Linkedin, Youtube, Facebook, Twitter



COLD CALLING

Target Company Contacts, Personal Database, Purchased lists, Online intelligence



ADVERTISING

Pay-per-click, Media Buys, Forums & Blogs



MAIL

Old-school Physical Mailings



RELATIONSHIPS

Channel Partners, Complimentary Solution Vendors



Presented by:



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